Fuel Economy Information Project:

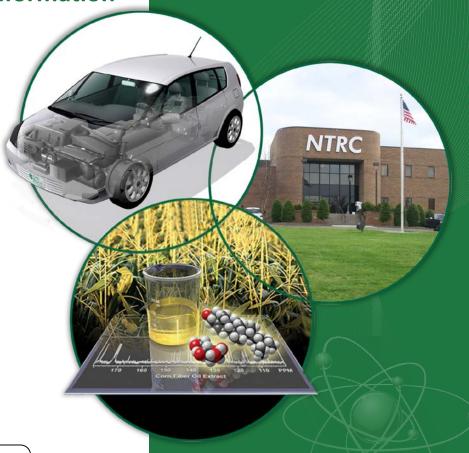
Research, Data Validation, and Technical
Assistance Related to Collecting, Analyzing, and
Disseminating Accurate Fuel Economy Information

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U.S. Department of Energy

2015 DOE Vehicle Technologies Office
Annual Merit Review
June 9, 2015

This presentation does not contain any proprietary, confidential, or otherwise restricted information.





OVERVIEW

Timeline

- Annual, fiscal year project
- Ongoing research to support Fuel Economy Guide and fueleconomy.gov

Budget

FY14: \$1000k

• FY15: \$975k

- \$600k for research to develop and validate fuel efficient driving and maintenance tips and provide technical assistance
- \$375k for research on market for fuel economy, official MPG vs. real world MPG, and "Personalized MPG"

Barriers Addressed

- Consumer reluctance to purchase new technologies
- Lack of technical experience with new fuels and vehicle technologies
- Consumers lack confidence in official MPG estimates and tend to undervalue the potential savings associated with fuel efficient vehicles
- Misinformation about fuel economy is widely disseminated
- "Conventional wisdom" about fuel economy changes as vehicle technologies evolve

Partners

- DOE Clean Cities
- ORNL (Project Lead)
- The University of Tennessee
- The University of California, Davis
- NREL and ANL
- Transportation Research, Inc.



PROJECT RELEVANCE

 Fuel Economy Guide and fueleconomy.gov fulfill DOE's statutory responsibility to provide fuel economy information to the public in collaboration with EPA (49)

USC 32908, 2006).



- Objectives (from FY15 Annual Operating Plan):
 - Promote consumer interest in fuel economy and advanced vehicle technologies in order to <u>reduce</u> <u>dependence on petroleum</u> and promote the use of clean energy alternatives.
 - Conduct research to support those functions and to improve understanding of the market for automotive fuel economy and advanced technology vehicles; conduct engineering research to validate and update fuel efficient driving and maintenance tips for fueleconomy.gov.



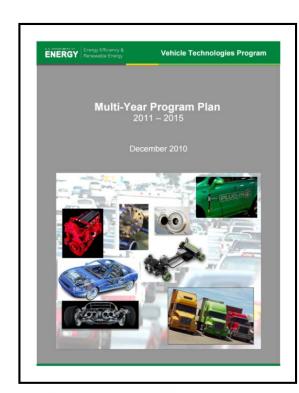
PROJECT RELEVANCE

Addresses specific barriers identified in *VTO's Multi-Year Program Plan 2011–2015*:

- Research to validate existing and develop new fuel efficient driving and maintenance tips; to understand how consumers use and value fuel economy information; and to analyze the relationship between official MPG estimates and real world MPG.
- Leads to new information and tools on fueleconomy.gov to address barriers:
 - consumer reluctance to purchase new technologies
 - consumers' lack of technical experience with new fuels and vehicle technologies

And other barriers:

- consumers lack confidence in official MPG estimates and tend to undervalue the potential savings associated with fuel efficient vehicles
- misinformation about fuel economy is widely disseminated
- "conventional wisdom" about fuel economy changes as vehicle technologies evolve





PROJECT APPROACH: FY14 MILESTONES

FY14

- ✓ Completed "Where the Energy Goes" charts for advanced technology gasoline and hybrid vehicles and deployed charts on fueleconomy.gov.
- ✓ Completed publication on fuel economy effects of vehicle alterations (low tire pressure, open windows, rooftop and hitch-mounted cargo, and trailer) and added information to fueleconomy.gov.
- ✓ Completed feasibility report on results of "Personalized MPG" research.
- ✓ Developed new fuel economy vs. speed curves for emerging vehicle technologies and deployed "Speed Penalty" tool on fueleconomy.gov.
- ✓ Completed assessment of hybrid vehicle sensitivity to driving style ("regenerative braking study").



PROJECT APPROACH: FY15 MILESTONES

FY15

- ✓ Published results quantifying light-duty vehicle powertrain efficiencies for standard EPA cycles, and documenting recent improvements in vehicle powertrains and tractive power requirements.
- ✓ Developed a consumer-oriented page on fuel octane and deployed page on fueleconomy.gov.
- Organize meeting of the fueleconomy.gov government/industry discussion group for continued discussion of future research activities (on track)
- Progress report on FY15 Personalized MPG estimates research (on track).
- Progress report on FY15 update to "Fuel Economy vs. Speed" analysis with emerging vehicles (on track).

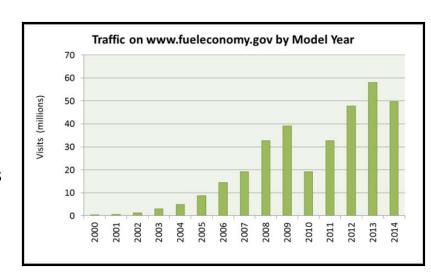


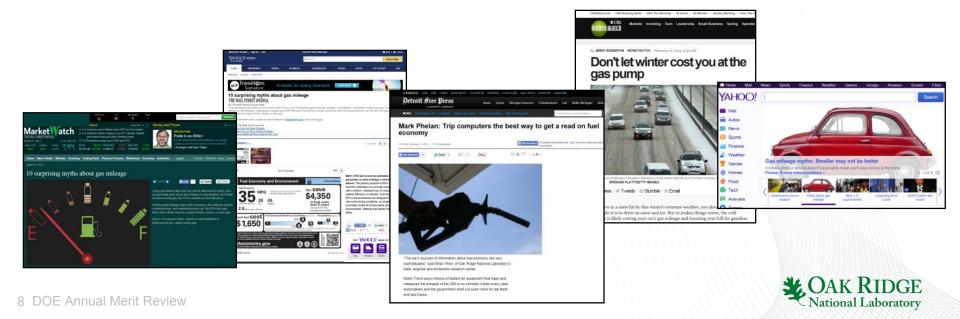
PROJECT APPROACH

- Conduct research to validate existing and develop new fuel efficient driving and maintenance tips for fueleconomy.gov:
 - Conduct literature reviews, mine available data (EPA, OEMs, ANL, INL)
 - Design and execute on-road and laboratory vehicle experiments
 - Consult with FE discussion group and industry and Lab peers
 - Publish research results and update fueleconomy.gov
- Conduct research to develop personalized MPG estimates to address consumers' lack of confidence in official MPG estimates.
- Conduct research using "My MPG" data to analyze the relationship between official MPG estimates and real world MPG.
- Conduct on-road and survey research to understand how consumers use and value fuel economy information.
- Provide direct consumer outreach and technical assistance; respond to questions from fueleconomy.gov users and the automotive and consumer media.
- Support Clean Cities Program with "on call" technical assistance.



- FE.gov hosted >49.7 million user sessions in MY14
 - >350 million users sessions since 1999.
- FE.gov cited in >2,500 media articles and blog posts since 2013.
 - Continue to be important resource for media stories about gasoline prices, fuel economy, AFVs, and electric drive vehicles.





Continued to validate existing and add new fuel efficient tips, especially for hybrids, PHEVs, and EVs

Tips for Hybrids, Plug-in Hybrids, and Electric Vehicles

These vehicles can vary significantly in design, especially the way they manage energy use) tips that apply to one model may not apply to another. The manufacturer knows how to operate and maintain your

vehicle to maximize fuel economy, driving range, and battery life. So, consult your owner's manual for tips specific to your vehicle.

feature that maximizes the vehicle's fuel economy. In some vehicles, this mode can be activated by simply

pressing a button. The economy mode may limit other aspects of the vehicle's performance, such as

Accessories such as heating, air conditioning, and entertainment systems affect fixel economy on all vehicles, but they can have a greater effect on hybrids and electrics. So, keep that in mind when thring maximize fixel canomy or electric range. Per-heating or pre-cooling the califin of a play-in hybrid or EV while the vehicle is still plugged in, for example, can extend its electric range. Per-

Contacts | Download EPA's MPG Ratings | Find and Compare Cars | UBA.gov | Info for Auto Dealers | Privacy/Security | Feedback

Many of these vehicles come with an "economy mode" or similar

Anticipate stops and brake gently or moderately. This allows the recoupses suggested for grains gently or moderately. This allows the whick's regenerative braking system to recover energy from the rehicle's forward motion and atms it as electricity. Hard braking causes the vehicle to use its conventional friction brakes, which do not

For plug-in hybrids, keeping the battery charged ensures that you will use as much electricity and as little gasoline as possible, saving you fuel and money. For EVs. it helps maximize your driving range.

For lithium-ion batteries, the type typically used on EVs and plus-

hybrids, recharging a partially charged battery pack ("topping off the battery") does not degrade the battery's storage capacity or make it

Use the Economy Mode

acceleration rate, to save fuel.

(EVs and Plup in Hybrids Only)

- **Driving more efficiently**
- **Keeping your car in shape**
- Planning and combining trips
- Choosing a more efficient vehicle
- Tips for hybrids, PHEVs, and EVs
- Tips for cold and hot weather (Backup Slide)







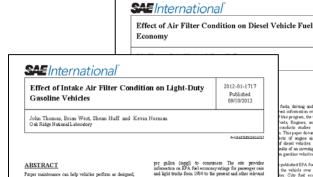
- Researched effects of intake air filter condition (backup slide)
 - Commonly held misconception that dirty air filter decreases fuel economy
- Published SAE Paper Effect of Intake Air Filter Condition on Light-Duty Gasoline Vehicles, and SAE Paper Effect of Air Filter Condition on Diesel Vehicle Fuel Economy
- Added new information on fueleconomy.gov

Replacing a Clogged Air Filter on Modern Cars Improves Performance but Not MPG

Replacing a clogged air filter on vehicles with fuel-injected, computer-controlled gasoline engines—such as those manufactured from the early 1980s to the present-or diesel engines does not improve fuel economy, but it can improve acceleration.

Replacing a clogged air filter on an older vehicle with a carbureted engine can improve both fuel economy and acceleration by a few percent under normal replacement conditions.2, 3, 4





rapic institutions of the special periods is unaged to one all drivedship. This effort investigates the effect of one maintenance factor, inthe air filter replacement with primary force on vehicle fuel economy, but also examine emissions and performance Chief studies, dealing with outbursted garoline vehicles, have indeeded that replacing a clogged or dirty air fifter can improve vehicle fuel economy and conversely that a dirty air fifter can be significantly detrimental to fuel economy. The effect of clogged air fifters on the fuel economy, acceleration and emissions of five gasoline fueled vehicles is examined. Four of these were modern vehicles, featuring closed-loop control and ranging is model year from 2003 to 2007. Three vehicles were powered by naturally aspirated, port fuel injection (PFI) engines of by naturally aspurated, post tiel injection (PVI) engines of differing are and cylinder configuration: an initial et a, v.6 and a VE. A tubocharged inline 4-cylinder guscline direct injection (COID) engine powered which was the fourth modern guscline vehicle insted. A viringe 1972 vehicle equipped with a carburetor (open-loop central) was also examined.

sensitivity of modern vehicles to air filter condition, but measureable effects on the 1972 vehicle. All vehicles experienced a measured acceleration performance penalty with clogged intake air filters.

The U.S. Department of Energy (DOE) Office of Energy Efficiency and Renewable Energy and the U.S. Environmental Protection Agency (EPA) jointly maintain a fulfill their responsibility under the Energy Policy Act of 1992 to provide accurate feel economy mornation (in miles

per gallon (mgg) to consumers. The site provides information on FPA fuel concounty ratings for passenger case and light truths from 1984 to the present and other related information related to energy use such as alternative fuels, and draving and whole maintenance by in nevert years, crude oil price fluctuations and subsequent price in recent years, crude oil price fluctuations and subsequent price fluctuations in the price of goodine and disectly flush have reasoned interest in vehicle fluel coronomy in the United States. User sessions in the fluel economy in the United States. User sessions in the fluel economy website have increased years beyon, approaching 1 million in 2001, 5 million in 2004, and exceeding 30 million in 2003 and 2009. As a result of this ecceeding 30 million in 2003 and 2009. As a result of this received interest, and the age of some of the references cited in the tips section of the websits, DCE suthorized the Oak Fridge National Laboratory (CRNL) Fuels, Engines, and Emissions Research Center (FEERG) to initiate studies to validate and improve these tips. This paper documents a study aimed specifically at the effect of engine air filter condition on fuel economy.

A vehicle's rablished FPA feel economy rating is determined. A venacles printed EFA not economy rating is determined by driving the vehicle over prescribed cycles on a chassis dynamous ter. In the United States, city fuel economy is measured using the Urban Dynamometer Driving Schedile, also known as the Federal Test Proceeding (FITS). Highway finite commy is measured using the Highwey Fuel Economy Test (HFET). Another relevant test is the USO6, an aggressive (high speed, high load) test used to confirm emissions compliance during aggressive driving. Typically, fieleconomy scalls from this test are not reported, but EPA uses results from the USO6 and other cycles to adjust the FTF used results from the USUS and other cycles is adjust the FIT and HFET results. I), and these algust fine from one and HFET result. I), and these algust fine from one other as what use separad on the wholis manufacture's unknown of the contrary of the Contrary Onside [25], and on the funknown power website. (Other that pine to 2003, city and highway fine containing adjustment factions users 0.00 and 0.75, respectively). Dissiplicated finel economy data will be presented in this tapper:

uels, Engines, and Emissions Research Center conducts studies to validate and improve this This paper documents a study aimed specifically one of engine air filter condition on the fuel f diesel vehicles. A previous (companion) paper guits of an investigation of the effects of air filter he whicle over prescribed cycles on a chassis City fuel economy is measured using the mometer Driving Schedule, also known as the Procedure (FTP). Highway fuel economy is st Procedure (FTP). Highway fuel economy i using the Highway Fuel Economy Test (HFET)

fuels, driving and vehicle maintenance tips, and rant information related to energy use. Under the f this program, the Oak Ridge National Laboratory

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event test is the USO6, an aggressive (high speed est used to confirm emissions compliance during tiving. Typically fuel economy results from this eported, but EPA uses results from the USO6 and to adjust the FTP and HFET results [2], and ed fuel economy rates are what are reported or manufacture's window dicker in the Frethe wide range of loads and speeds encountered in driving cycles, they were used for the gasoline ly noted previously [1] and for the current diesel

d, positively affecting fuel economy, emissions, driveshility. Past studies have indicated that clogged or dirty sir filter may significantly icle fuel economy, but these studies examined cal of the 1970 s [4, 5, 6]. Recent work has shown



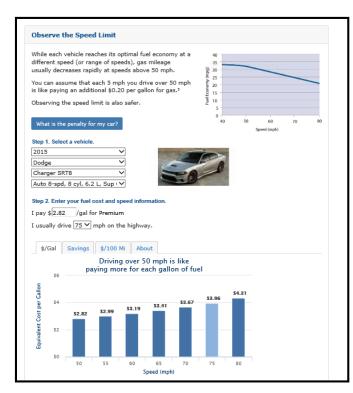
- Researched fuel economy effects of air conditioner use
- Published SAE Paper Effects of Air Conditioner Use on Real-World Fuel Economy
- Added new information on fueleconomy.gov





(3.9.10.11), there were no available data found for steady

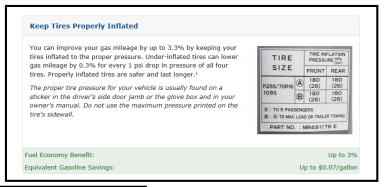
- Researched effects of vehicle speed on fuel economy (backup slide)
- Published SAE Paper Predicting Light-Duty Vehicle Fuel Economy as a Function of Highway Speed. (Effort included data mined from OEM partner as well as ORNL test data.)
- Developed new fuel economy vs. speed curves for emerging vehicle technologies and deployed "Speed Penalty" tool on fueleconomy.gov (milestone)







- Researched fuel economy effects of vehicle alterations (backup slide)
- Published SAE Paper Fuel Economy and Emissions Effects of Low Tire Pressure, Open Windows, Roof Top and Hitch-Mounted Cargo, and Trailer (milestone)
- Added new information on fueleconomy.gov









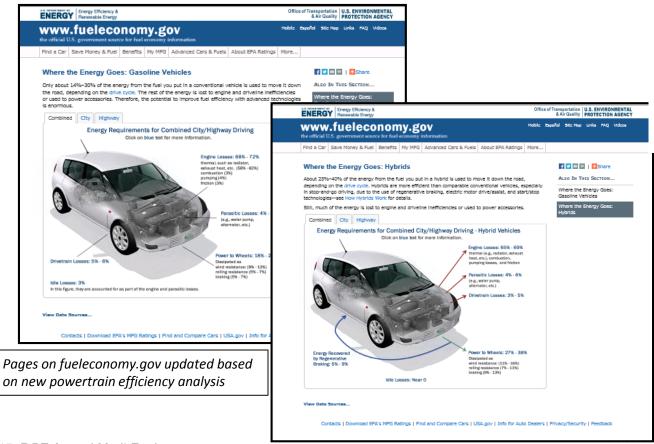


- Quantified light-duty vehicle powertrain efficiencies for standard EPA cycles and documented recent improvements in vehicle powertrains and tractive power requirements
- Published article "Drive Cycle Powertrain Efficiencies and Trends Derived from EPA Vehicle Dynamometer Results" in SAE International (milestone)





- Completed "Where the Energy Goes" analyses for advanced technology gasoline and hybrid vehicles (milestone)
- Updated/added new pages on fueleconomy.gov



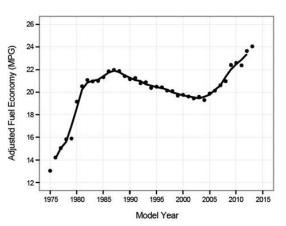


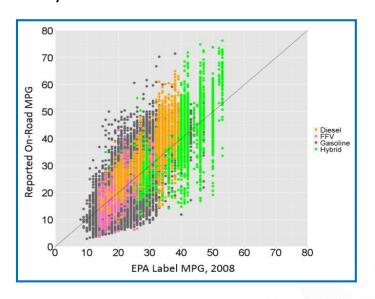
Figure above shows significant improvement in light duty vehicle fuel economy since ~2005. Figure taken from "Light-Duty Automotive Technology, Carbon Dioxide Emissions, and Fuel Economy Trends: 1975 – 2013," EPA-420-R-13-11, U.S. EPA, Office of Transportation and Air Quality



 Analyzing the relationship between official MPG estimates and real world MPG (backup slide)

• Current "MY MPG" analysis show great variability in individuals' own MPG estimates relative to official government estimates, but evidence of only modest bias relative to the sample average. Estimates are inaccurate for many individuals even though they may be unbiased for the population as a whole (preliminary, unpublished).





My MPG On-Road vs. EPA Label MPG Estimates for All Vehicle Types

 Also, there is preliminary evidence that the shortfall between test cycle MPG numbers (used to measure compliance with regulations) has been increasing since 2005, which could affect the benefits realized by fuel economy and greenhouse gas emissions standards.

KNOXVILLE

- Completed assessment of hybrid vehicle sensitivity to driving style ("regenerative braking study")
- Added information to fueleconomy.gov (milestone)

Summary of Analysis and Findings

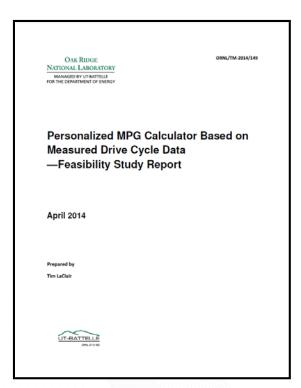
- A Tractive Power Model was exercised to compare tractive energy use for a vehicle with hybrid and conventional powertrain over cycles with various intensities
- Results show that for the most aggressive cycles, the hybrid fuel economy is more significantly affected due to the limitations of the regenerative brakes.
 - While the hybrid vehicle will sometimes require higher total tractive power due to higher weight (from additional powertrain), the hybrid will use less fuel than the conventional vehicle on virtually any given cycle, and the percent change in fuel use from mild to aggressive driving is more significant.





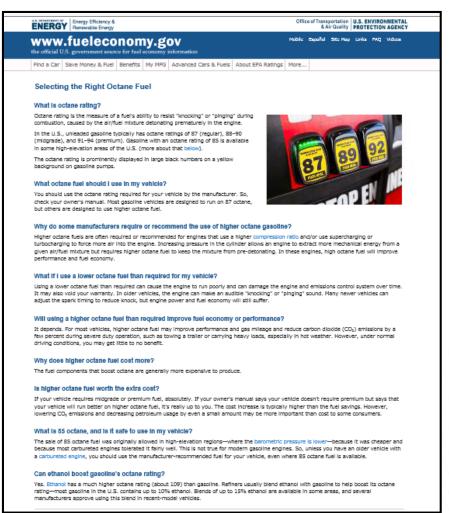
Continued research on "Personalized MPG"

- Consumers lack confidence in official MPG estimates ("Your mileage will vary"); contributes to consumers undervaluing fuel economy.
- "Personalized" MPG estimates based on individual drive cycles (as recorded by OBD devices) could help reduce this lack of confidence.
- Current study: can we develop a reasonably accurate (within 5%) model of MPG based on individual drive cycle and publicly available vehicle characteristics?
- Goal: a tool on fueleconomy.gov that can generate a Personalized MPG estimate for any vehicle based on the user's individual drive cycle data.
- Published feasibility report on results in 2014 (milestone)





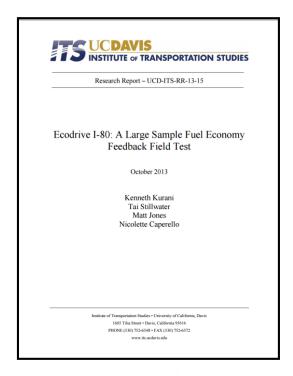
 Developed consumer-oriented "Octane" page on fueleconomy.gov (2015 milestone)







- Completed research on "driver feedback devices"
- Energy feedback to drivers appears to produce measurable increases in on-road MPG.
- Feedback device can help average driver improve MPG by about 3%; driver who uses feedback device specifically to save fuel can improve MPG by about 10%.
- Variation in MPG improvements by screen design ranged from 1.6% to 2.9%.
- People know few effective actions to improve MPG; feedback can facilitate learning and new habits.





RESPONSES TO PREVIOUS YEAR REVIEWERS' COMMENTS

This project was not reviewed in 2014.



COLLABORATION AND COORDINATION







- DOE Clean Cities provides funding and project guidance and oversight.
- ORNL conducts research and analysis to validate existing, and develop new fuel efficient driving and maintenance tips and to develop personalized MPG estimates to address consumers' lack of confidence in official MPG estimates.
- The University of Tennessee uses "My MPG" data to analyze the relationship between official MPG estimates and real world MPG.
- The University of California, Davis conducts research to understand how consumers use and value FE information
- NREL conducts research on alternative fuels and AFVs to support the AFDC website.
- ANL conducts research to support the GREET model and on idle reduction, and makes available advanced vehicle data from their vehicle research efforts (leverages other VTO programs).
- Transportation Research Center, Inc., provides contract vehicle test track services such as coast downs to establish vehicle dynamometer coefficients.











PROPOSED FUTURE ACTIVITIES

- Continue to provide technical assistance for fueleconomy.gov users, the automotive and consumer media, and the Clean Cities Program.
- Expand research (gather data from a larger vehicle sample) to develop personalized MPG model and calculator.
- Continue research using "My MPG" data to analyze relationship between official MPG estimates and real world MPG.
- Continue research to understand how consumers use and value fuel economy information.
- Research to validate existing/develop new fuel efficient driving and maintenance tips:
 - Evaluate emerging vehicles and "opportunity vehicles," mine data from partners to expand fuel economy vs. speed database, refine models (e.g., model by vehicle type)
 - Re-assess air conditioning penalty as new technologies emerge
 - Quantify effect of pre-heating/pre-cooling cabin for plug-in vehicles in cold/hot weather
 - Assess fuel economy penalty associated with accessory loads (heated seats, defroster, headlights, electronics)
 - Assess effects of additional accessories/alterations/maintenance
 - Truck bed covers/caps, roof racks (possible OEM data mining)
 - Alternate tire/tire sizes (e.g., snow tires, low rolling resistance tires)
 - Wheel alignment
 - More tire pressure data recommended



Summary



RELEVANCE

FE.gov fulfills DOE's statutory responsibility to provide fuel economy information to the public;
 Research and Technical Assistance efforts ensure that information is accurate, up-to-date, and useful

APPROACH

 Gather relevant information through vehicle experiments, data mining from literature or national lab and industry partners

ACCOMPLISHMENTS

Numerous accomplishments in transferring engineering data to consumer information on fe.gov

COLLABORATIONS

Work closely with other NLs, Universities, industry partners and contractors

FUTURE WORK

- Continue to provide technical assistance to fe.gov users, media, Clean Cities
- Research improved driving tips, personal mpg



Technical Backup Slides



Backup Slide: Air Filter Study Approach and Conclusions

Approach

- 5 gasoline and 3 diesel vehicles evaluated with clean and clogged intake air filters
- Shop towels used to create a consistent clogged filter state
- Dynamometer drive cycle tests conducted for fuel economy and emissions. Full power acceleration tests conducted to assess vehicle performance

Results Summary:

- Clogged intake air filters had no measureable effect on modern gasoline or diesel vehicle fuel economy
- Carbureted vehicle fuel economy was affected by the dirty filter, consistent with the 1970s literature (due to "choking" effect and decrease in air:fuel ratio, increase in CO emissions)
- Full power acceleration is reduced by filter clogging for all vehicles
- No other significant powertrain behavior changes were noted
- Website updated based on new publications



Carbureted 1972 Pontiac Grandville confirmed results from 1970s literature



A new study shows that replacing a clogged air filter on cars with fuel-injected, computercontrolled gasoline engines does not improve fuel economy but it can improve acceleration time by around 6 to 11 percent. This kind of engine is prevalent on most gasoline cars manufactured from the early 1980s onward.

Tests suggest that replacing a clogged air filter on an older car with a carbureted engine may improve fuel economy 2 to 6 percent under





Effect of Intake Air Filter Condition on Light-Duty

John Thomas, Brian West, Shean Huff and Kevin Norma Oak Ridge National Laboratory

SAE International Effect of Air Filter Condition on Diesel Vehicle Fuel John Thomas, Brian West and Shean Huff Osk Ridge National Laboratory



Backup Slide: Effect of Cargo Carriers, Trailers, etc.

- Conducted Lit review; Limited amount of published data
- Experimental campaign
 - Configure vehicles and perform coastdowns to determine road load force
 - Per SAE J2263 (Road Load Measurement Using Onboard Anemometry and Coastdown Techniques)
 - Duplicate road load force in vehicle laboratory and conduct repeatable experiments

Results Summary

- Tire Pressure and the hitch mounted Cargo Tray had small effects on the compact sedan (<5%) and minimal effects on the sport utility vehicle (<1%).
- Large box Trailer at the maximum allowable towing capacity <u>doubled</u> <u>fuel consumption</u> of the sport utility vehicle at speeds over 65 mph.
- Roof top Cargo Box with the compact sedan decreased the fuel economy by almost 27% at 80 mph.
- Hitch mounted Cargo Tray gave much better FE results, compared to the roof top Cargo Box, for both the SUV and compact sedan for all three test cycles examined.
- Emissions not significantly affected by vehicle configuration with the exception of the cargo Trailer case, which led to protective enrichment and significantly increased CO emissions at high speed.



Coastdowns conducted at Transportation Research Center test track



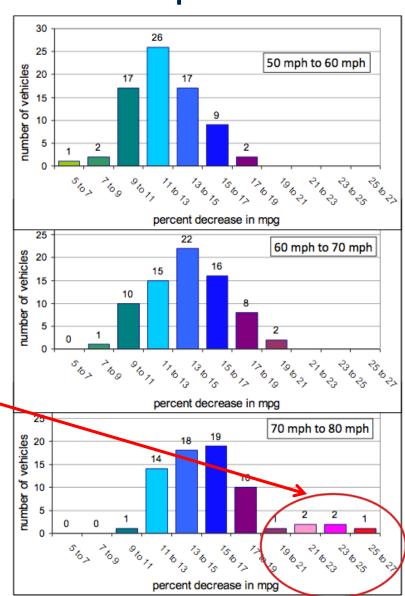
Fuel economy and emissions tests conducted at ORNL



Backup Slide: Fuel Economy versus Highway Speed OEM proving ground data combined with ORNL experiments

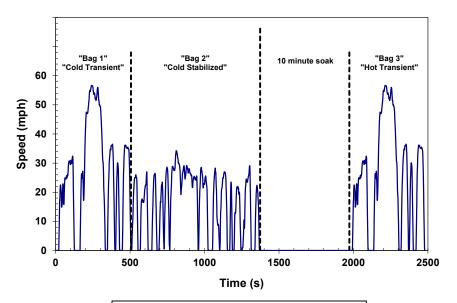
to assess over 70 vehicles

- 74 Vehicle database (ORNL, Chrysler)
- SS speeds of 50, 60, 70 & 80mph.
- Examine % mpg change for 10mph change
- Avg. mpg change: 12.4%, 14.0% and 15.4% for 60 vs. 50, 70 vs. 60, 80 vs. 70 mph respectively. Histogram also shows trend.
- Special cases: cyl. deactivation & protective enrichment revealed more extreme FE loss at higher speeds
- No strong trend by vehicle type observed
- Slight shift to greater % FE loss at higher speeds

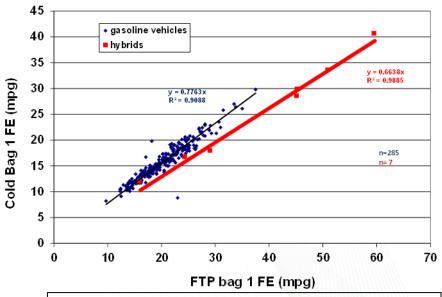


Backup Slide: Quantifying effects of cold weather on fuel economy

- Cost prohibitive to conduct significant number of cold laboratory experiments
 - Mined available EPA "city cycle" data for 20°F and 77°F cold starts
 - Certification requires "city test" results at 77°F (FTP) and 20°F ("cold CO")
 - Identical drive cycle, differ only in ambient temperature
 - Analysis of these two datasets provides direct comparison of 20°F and 77°F fuel economy, allows quantitative advice on cold weather page
 - Comparing Bag 1 (20F vs 77F) yields "short trip" comparison
 - Comparing full city test yields "longer trip" comparison



City test conducted in 3 phases Engine is "cold" for Bag 1



Largest FE difference for Bag 1 (short trip). Hybrids more severely impacted (34%) than conventional vehicles (22%)



Backup Slide: "My MPG" Database

- Analyzing the relationship between official MPG estimates and real world MPG
- Conducted analysis of 3,000 in-use MPG data (Greene et al. 2006) and 35,000 in-use MPG data (Lin and Greene 2011) from the fueleconomy.gov "My MPG" database.
- Studies indicated that EPA combined city/highway MPG estimates, adjusted for shortfall between test procedure values and real world experience, were very nearly unbiased estimators of MPG estimates reported by individuals. However, the accuracy of the EPA adjusted MPG estimates for any particular vehicle was poor, with a 95% confidence interval of +/- 7 MPG.
- Project is funding an update of 2011 study by The University of Tennessee. Current study analyzes 75,000 in-use MPG data from My MPG.



Welcome to Mv MPG!

We've created "My MPG" to help you calculate and track your fuel economy and compare it with EPA test ratings. You can also share your MPG with other users.



ABSTRACT

To make informed decisions about travel and vehicle surchase, consumers need unbiased and accurate information of the fuel economy they will actually obtain. In the past, the EPA fuel economy estimates based on its 1984 rules have been widely criticized for overestimating on-road fuel conomy. In 2008, EPA adopted a new estimat study compares the usefulness of the EPA's 1984 and 2008 estimates based on their prediction bias and accuracy and attempts to improve the prediction of on road fuel economies pased on consumer and vehicle attributes. We examine the on easily determined vehicle and driver attributes. Accuracy rather than bias appears to have limited the usefulness of the EPA 1984 estimates in predicting on-road MPG. The EPA 2008 estimates appear to be equally inaccurate and substantially more biased relative to the self-reported data. Furthermore, the 2008 estimates exhibit an underestimation bus that increases with increasing fuel economy, suggesting that the new numbers will tend to underestimate the realworld benefits of fuel economy and emissions standards. By including several simple driver and vehicle attributes, the Individualized Model reduces the unexplained variance by over 55% and the standard error by 33% based on an independent test sample. The additional explanatory variables can be easily provided by the individuals.

INTRODUCTION

The oil price shock of 1974 led to the requirement to label new light-duty vehicles with lab-based estimates of city and highway fuel economy. In response to consumer complaints about the lab-based estimates, the U.S. Environmental

Protection Agency (EPA) carried out a statistical analysis of a non-random sample of on-road fuel economy estimates from tens of thousands of valueles, and in 1984 adopted downward adjustment factors of 10% and 22% respectively for the city and highway lab-based estimates [1-2]. The EPA combined fuel economy was calculated by harmonically averaging the city and highway estimates weighted 55% and 45% respectively. Although the number of consumer complaint declined significantly after EPA adopted the 1984 estimate
[1], the perception that the 1984 estimates still overestimate on-road fuel economy remained [3, 4, 5]. In 2008, EPA adopted a new estimation method with the objective of ".... giving consumers a more accurate estimate of the fue economy they can achieve in the real-world" [1]. No large-nample empirical study is available that compares the usefulness of the 1984 and 2008 estimates to consumers

In this study, we use on-road fuel economy data voluntarily submitted by users to www.fueleconomy.gov to examine the usefulness of the EPA's 1984 and 2008 fuel economy estimates based on the ability to consistently and accurately predict the reported on road fuel economy numbers. We then use the same data to specify a statistical model that more accurately predicts reported on-road fuel economy based on a few consumer-specific and vehicle- specific attributes. Mor accurate individualized fuel economy estimates should increase the value of fuel economy information to consumers, possibly leading to more efficient choices of vehicle technologies [6] and better informed travel behavior. Like the data used to generate the adjustment factors for the 1984 estimates, our data sample is a convenience sample, not a scientific random sample. Inferences based on convenience samples cannot be considered scientifically definitive

analysis. In the Results and Discussions section, we first

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